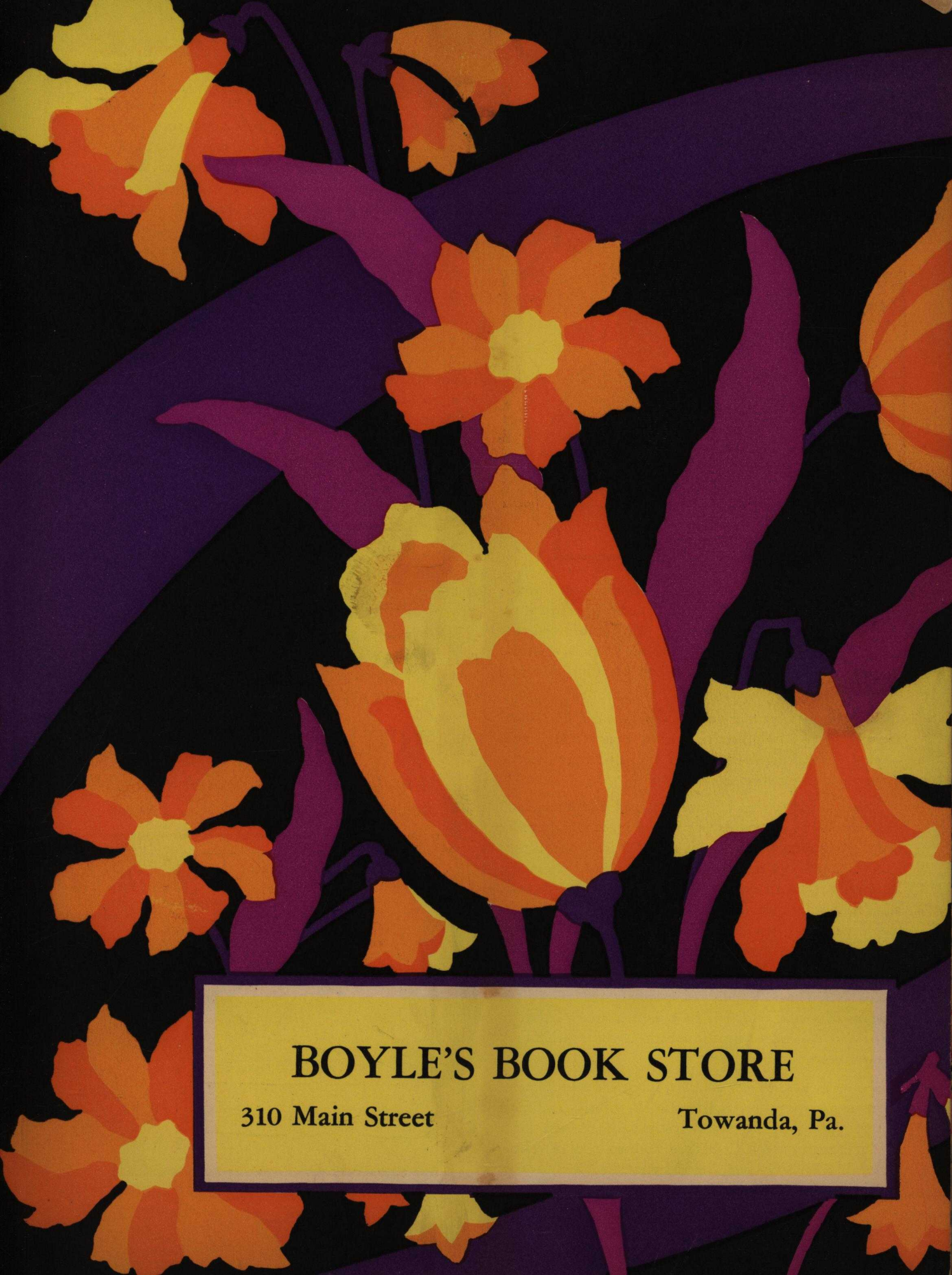

BOYLE'S BOOK STORE
310 Main Street
Towanda, Pa.

LIVING *or* EXISTING?

Where there is cheerfulness and beauty, one really enjoys living. Dull, drab walls are depressing

THE importance of color in the home is well established, and its influence upon our health and happiness is universally recognized. With this knowledge comes the realization that it is possible to make even the simplest home a harmonious blend of color, life and interest.

Take the three primary colors—*yellow*, *red*, *blue*—and the secondary colors resulting from their combination —*green*, *orange*, *purple*—and you will find that each of them has a very definite association.

Yellow is suggestive of sunshine and happiness, and consequently is a good decorative color. It is a dispeller of depression and gloom, and is ideal for use in rooms that face the north, as it adds a note of warmth and cheer. Blue accessories in room such as a blue-toned picture, table runner, or vase, add necessary strength by complementary color. If you use deep yellow or orange the complementary color must be purple to be effective.

Red is the color of excitement, stimulation and violence. Nature has used pure red sparingly and we get it in settings of green, which is its complementary color. In decoration we find red used in accents of color rather than in solid effects.

Blue is one of the most popular, if not the most popular color in the spectrum, and is also the coldest and most spiritual of colors. It is an excellent foil for the other shades of warm color. Combined with touches of yellow or red, it takes on charm, life and vitality.

TCAT
1920
Niagara
OCN 429515076
8/6/09

Exposures

If the room faces the north, it is a cold room. If south, it is a warm room. If east or west, it is warm part of the time and cold during the remainder. Select your papers for the north room in warm tones—for the south room, where there is plenty of sunshine, use colors that are cool.

Green is Nature's great color. Cheerful and agreeable it still has the cooling, restraining qualities of the blue from which it is derived. When used wisely, green is of wonderful value in the home as it is very restful to the eye.

Orange is the jazz color of the spectrum, and is derived from red and yellow, taking on some of the vigor and heat of the red, but is still cheery and light as the yellow. To be used in quantity, it must be toned down or "grayed" to a tan or leather shade. Dark blue and purple are the colors to use in an orange room to lend the greatest beauty.

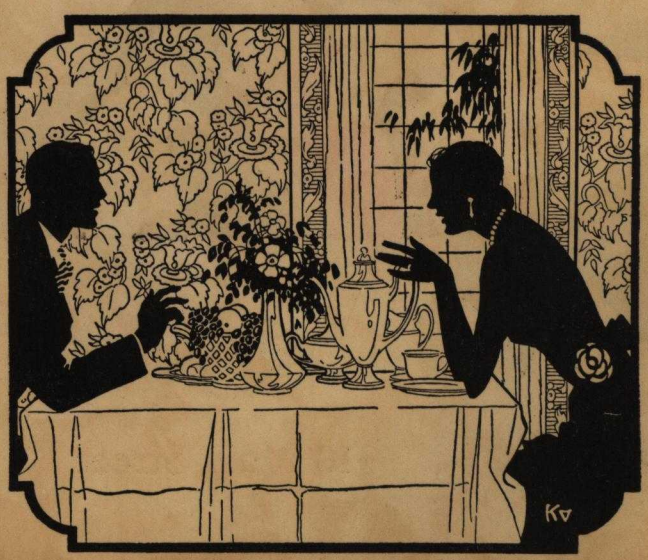
Purple is a mystic, subtle color—symbolic of the religious rites of old and the royal purple of kings and emperors. Purple has dignity but it also has gloom. Variants of purple, such as mauve, lilac or violet, are lovely when correctly combined with other colors.

However, personal taste is the chief consideration. You are the one to determine for yourself the fitness of things you buy. Personal taste dominates in the selection of your gowns, so it will in selecting your wallpaper.

What is of utmost importance is that your home be kept looking well; and that can be done inexpensively by using Niagara papers; with the assurance that what appeals to you will be right.

A HOUSE *or* A HOME?

Walls that are cheerful, bright and tastefully decorated convert a house into a home



BLOSSOMS

(722 B.)

YOU need look no further for paper for that room with sloping ceiling and low walls. A well-covered paper of this type can be used on walls and ceiling alike, if you so desire, and gives a perfect bower effect to room.

With so little plain ground showing, this is sure to be a most serviceable paper, and will be particularly good where walls are a little rough and uneven.

Plain white ruffled curtains give a lovely cool effect with a floral paper like this, while plain pink bedspread and cushions add still more color and interest.

There is a pretty border for this sidewall.

Order No. 1—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

ARABY

(728 B.)

THE "Araby" is so very adaptable that it can be used quite generally. Inexpensive enough for Kitchen, it is entirely suitable for Back Hall or Boy's Bed Room.

You will find this a serviceable paper, with well-covered background and an agreeable blend of coloring.

Where economy is a factor, one would not hesitate to use the "Araby" on Living or Dining Room, with good taste and cheerful effect.

The border adds design and attractive harmony in coloring.

Order No. 2—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

THE IVY

(725 C.)

THE "Ivy" is a most adaptable paper and can be used to good advantage in small Dining Room, Hall or Upstairs Sitting Room.

Equally good in Boy's Bed Room.

Full of sprightly color, and well balanced as to design, it is further enhanced by the veil-like overprint which softens the colors in the paper.

Papers of this character are at their best with wicker furniture, having plain cushions of one of the colors in the paper. Plain drapery is also suggested.

You will like the border designed and colored to match this sidewall.

Order No. 3—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

No home—no room can be more attractive than the paper on its walls—*Paneling adds interest.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(726 B.)

THE ARDEN

FOR Kitchen or Lavatory you cannot make a better selection than the "Arden."

The housewife will enjoy the fresh coolness of the coloring and the all-over design of the "Arden," thus avoiding the tiresome repetition of the old-time block once seen on every Kitchen.

This paper will be serviceable and will clean well. It will be particularly good for rough walls. The border adds completeness to the paper.

Order No. 4—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(765 A.)

THE CHINTZ ROSE

IT is but seldom that one finds a Bed Room paper with this satisfactory and unusual combination of coloring.

The "Chintz Rose" will be a durable wall hanging and will clean well. The design is well drawn and the whole effect is fresh and lovely. You will not readily tire of this paper.

With ivory-toned ruffled curtains and the effective touches of blue and orange that can be supplied in the other furnishings of the room, it is not difficult to imagine a most enchanting Bed Room, and at a small outlay in money.

The border is pretty and in keeping with the sidewall.

Order No. 5—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

THE walls are the most conspicuous part of your house! If they are dingy and dull they detract from the good cheer of the home. Create a pleasant atmosphere for your family by repapering with fresh and pleasing effects. *Panels may be used to add special interest to the room.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(751 C.)

TILES AND FLOWERS

COLOR has invaded the Kitchen, and the housewife no longer selects papers simply for their wearing qualities alone.

Kitchen and Breakfast Nook can be just as colorful and attractive as the other rooms in the house. Painted blue or white woodwork, curtains in one of these pretty, bright shades—and what could be more inviting?

The well-covered, all-over effect in background of paper insures its durability. This paper can also be used to good advantage in Lavatory and Bathroom.

There is a pretty border for "Tiles and Flowers."

Order No. 6—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

SYLVAN GLADE

(747 B.)

THE "Sylvan Glade" is a delightful paper with pleasing coloring of soft velvety hue, and foliage design.

Of more than ordinary interest, yet it is unobtrusive and restful. This paper is typically colonial, although it is used quite generally in Living and Dining Rooms and Hall as well as Sun Room.

Papers of this character are inspired by the tapestries of old and make excellent wall hangings where few pictures are to be used.

Plain draperies of some of the lovely colors in paper will add the correct touch to a room. There's an attractive border to harmonize.

Order No. 7—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

No home—no room can be more attractive than the paper on its walls—*Paneling adds interest.*

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(771 D.)

JOAN

REFRESHING and dainty—will be your first thought when you see this pretty Bed Room wall paper.

You will like the clothy weave of the gray-and-white background effect, and the graceful blossoming vine of the design in chintzy coloring.

Ruffled white curtains with colored tiebacks, white candlewick bedspread with pink tufts, plain pink and lavender pillows, all helping to make your room fresh and lovely.

You will like the border for this sidewall, too.

Order No. 8—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(785 H.G.)

THE EDGEWOOD

THERE is something pleasantly stimulating in this attractive, leafy-patterned paper, and all the lovely coloring we just naturally associate with a charmingly decorated room.

Cheer and hospitality seem to radiate from these warm receptive colors and you may use the "Edgewood" with very good taste in Hall, Living Room and Dining Room.

The touch of gold adds richness to the paper and to the lighting effect by lamplight. You will be pleased with the border for this sidewall.

Order No. 9—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(744 C.)

ROMANY STENCIL

WARM, inviting color is needful to make your rooms homelike. The clothy weave in background, stencil design, and fresco quality of the colors in the "Romany Stencil" make it an admirable selection for Living Room, Dining Room and Hall.

There is all the charm of a tapestry in this delightful paper, with the added sparkle of fresh, intriguing colors, any of which can be used in the other furnishings, such as rug, drapery and lamp shades.

"Romany Stencil" will be a durable wall hanging, and you will be amazed at its low cost.

There is an attractive border to match this sidewall.

Order No. 10—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(801 B.)

MARJORIE

THE gay, bright coloring and modern design of the "Marjorie" make it a very acceptable paper and one that can be used on Bed Room, although we imagine this pleasant paper may also be selected for Breakfast Room, where its warm cream background in two-tone effect and the brilliant coloring of the flowers would make even the gloomiest morning seem cheerful.

You can just see orange silk curtains and lovely touches of blue and orchid, creating an artistic effect with little effort and at small cost.

The "Marjorie" will be a durable paper and will clean well. There's a pretty border for it, too.

Order No. 11—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

PRISCILLA

(753 E.)

THE "Priscilla" is a very pretty paper and a practical one as well. It will prove serviceable, because of the all-over design and will clean well.

Inexpensively priced, this paper may be selected for Kitchen and Breakfast Nook, while others will find it just the paper they want for Sewing Room and Third Floor Bed Room.

An odd roll of the "Priscilla" can be used to paper a hatbox.

The paper is modern in design and well colored, and there is a pretty border to match.

Order No. 12—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(788 B.G.)

BROCADE BLEND

IN Living Room and Hall the "Brocade Blend" will be particularly satisfying and must be seen on the wall to be appreciated at its full worth.

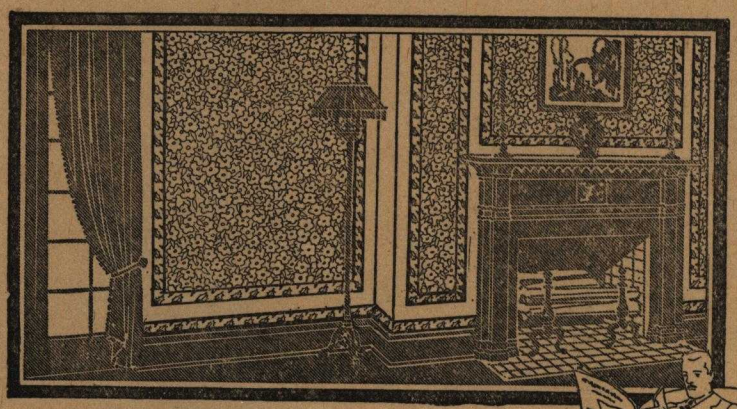
It is quiet, beautifully toned and blended and invites your attention.

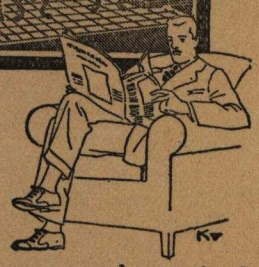
The rich design of brocaded effect, the veil-like overprint and lovely blends of color all combine to create a wall covering of much beauty.

Pictures can be used on this interesting background. Ivory-toned gauze glass curtains and mulberry over-draperies will add interest and color.

The band border will please you.

Order No. 13—Sidewall, Border and Ceiling to Match





A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(762 B.G.S.)

MARY ELIZABETH

WHAT a pleasant, airy room one would have with this pretty paper on the walls. The graceful open design and fresh lovely coloring are full of inviting charm.

There is the feeling of space in the open design, and used on a small room would make it appear much larger.

The "Mary Elizabeth" is further enhanced by the silver stripe which reflects light, and the gray tracery of vine and flowers in the background. There is also an effective touch of gold in the heart of the multicolored blossoms.

The colors of blue and pink can be used in rug, drapery and pillows in a most effective way.

There is a pleasing border to match this paper.

Order No. 14—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(744 G.G.)

THE CARLYLE

THE "Carlyle" fairly radiates cheerfulness and can be used very effectively on Living Room, Dining Room and Hall.

This paper would be a splendid choice for a homey, cheerful Living Room. It is particularly good for a north exposure where sunny coloring is necessary. We find here beauty of design and an interesting arrangement of color.

Figured papers usually call for plain drapery, and this could be a golden-brown or one of the other colors in the paper.

The border designed and colored for this sidewall is a very harmonious one.

Order No. 15—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(770 A.R.)

PERIWINKLE

THERE is a quaint old-time charm in this attractive Bed Room paper, with a decided modern touch shown in its vivid, fresh coloring. A paper of this type is at its best with old-fashioned furniture, although it is equally lovely with the painted furniture so popular at the present time. Some of the sprays in the paper could be used on painted furniture as decorations.

The multicoloring of the flowers gives an opportunity to use any one or several of these snappy colors in your curtains, rugs, etc., and it will depend upon whether you need the green or blue for a cool effect or the warmer rose or orange tones.

The border adds to the attractiveness of "Periwinkle."

Order No. 16—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(779 E.E.)

ELSA

THIS ivory-toned paper with its unusual coloring in lovely glazed effect is one of the most pleasing Bed Room papers of the season.

The design is a well balanced one, the paper of splendid quality and richly embossed. You will enjoy its beauty on your walls.

For rug, drapery, and other little furnishings of the room, you have a truly delightful array of colors—buttercup yellow, tangerine and sun-tan shades if you wish to emphasize the warm tones, and green and lavender to give a cool effect.

The border is one you will like, too.

Order No. 17—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

CHARMANT

(769 A.)

MODERNIZE your walls with smart new wall papers. This very attractive *moderne* paper in delightfully modified form, and beautifully colored, was designed in Paris by the celebrated French designers—Gaudioz and Fauser.

On Dining Room and Hall this modern wall hanging will lend a subtle decorative charm of line and color and a modern touch truly delightful to the eye, at oh, so moderate a cost!

Interesting wall paper of distinct character and lovely coloring is necessary for both Dining Room and Hall, as the walls are void of pictures and other little accessories found in Living Room, that add color and interest.

Can't you just see the "Charmant" on your walls, with draperies and rugs picking up some of the brilliant colors in this paper?

A band border of exceptional charm is shown with this sidewall.

Order No. 18—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

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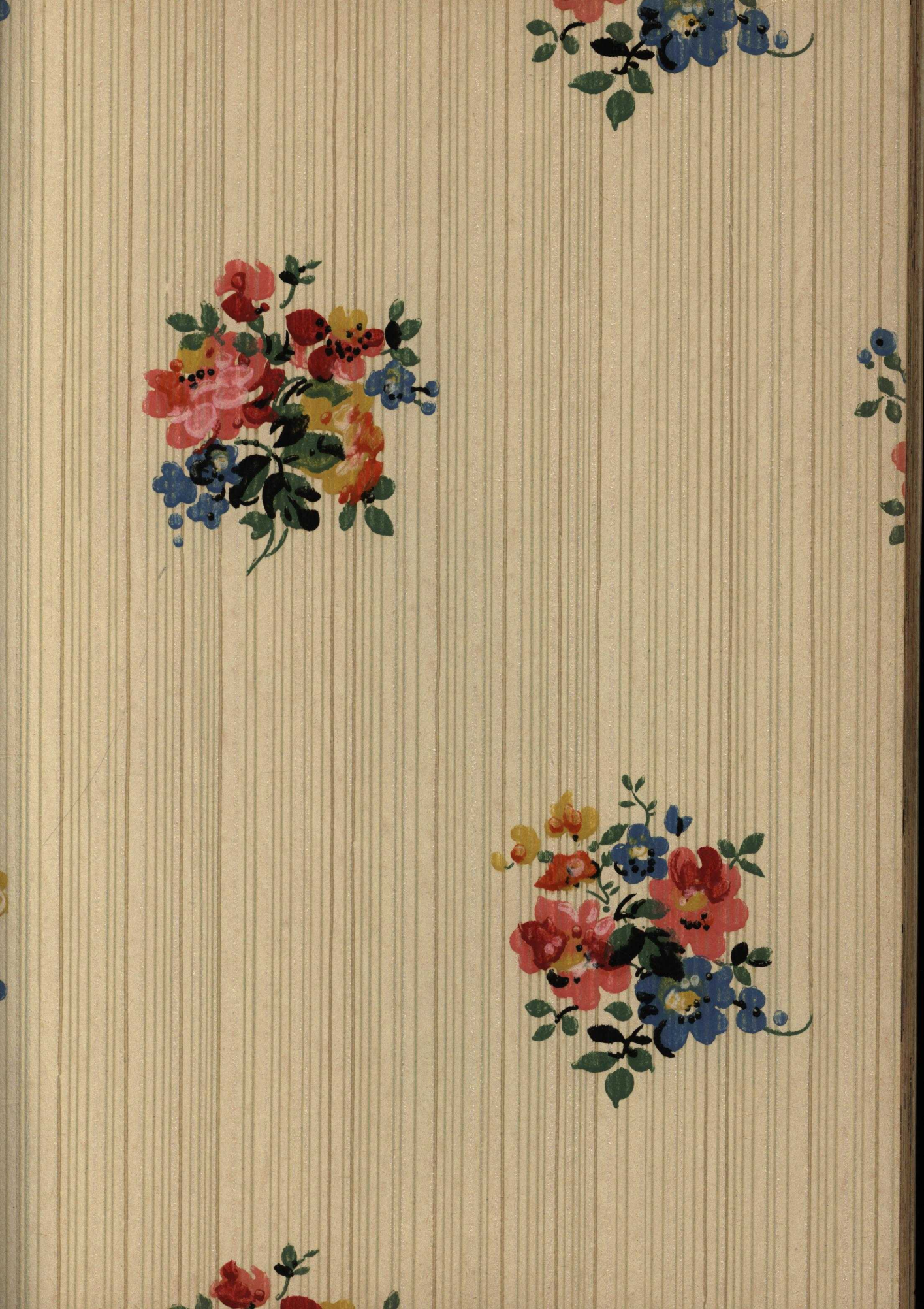
NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.



(801 C.S.)

SARA LU

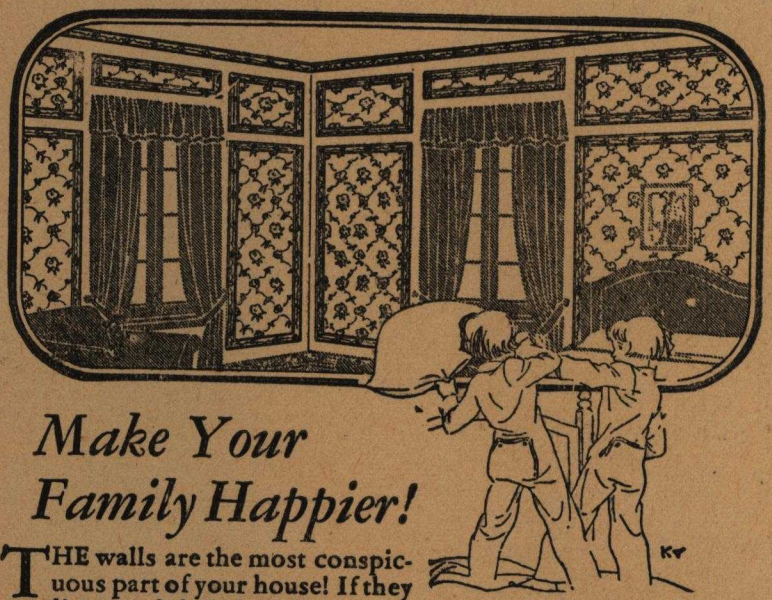
CAN you think of anything more captivating than the "Sara Lu" on a Little Girl's Bed Room or a Guest Room?

Quaint little bouquets, and the lovely jaspe background with just a line of silver here and there to catch and hold the beams of sunlight. The coloring is indeed attractive, and you can just see frilly white curtains with tie-backs of rose and yellow, plain bedspread of rose, and pillows of figured cretonne having all the colors found in the paper. Gay, braided rugs on the floor.

One could not fail to awaken happy in the morning with the "Sara Lu" on the walls, and the paper is so moderately priced.

The border adds just the right touch to this charming paper.

Order No. 19—Siaewall, Border and Ceiling to Match



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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(800 E.G.)

THE FLORENTINE

THERE is much to be said in favor of the "Florentine." The beautiful design, so exquisitely colored in unusual shades of glowing amber and burnt orange, and the effective touches of black, tend to create an almost irresistible paper for Living and Dining Rooms and Hall.

The metal effect in gold and bronze adds a shimmering beauty and also lights up well at night. Overhangings in some of the deeper tones, with candles and lamp shades all contributing lovely highlights of color, and you have an atmosphere that is interesting and suggestive of originality.

There is a great demand for papers like the "Florentine"—rich in appearance; moderate in price. There is an attractive border for this paper.

Order No. 20—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

CLARISSA

(795 B.G.)

YOU will want one of these lovely new pastel stripes on your nicest Bed Room.

A small sample of the "Clarissa" gives but a hint of the exquisitely blended tones of the background and the glowing color and graceful design of the flowers in this charming paper, clever touches of black adding to the artistic effect and decorative possibilities.

Sheer white ruffled curtains to start with, and a wealth of lovely coloring from which to select rug, bedspread and other furnishings. Of good quality and well made, you will find this a delightful paper and one you will not readily tire of.

The border, designed and colored to match this sidewall, will satisfy you.

Order No. 21—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

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NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(789 J.G.E.)

THE MEREDITH

THE "Meredith" is an excellent paper, suitable for Living Room, Music Room, Dining Room and Hall.

The spreading, well-balanced pattern, harmonious blend of coloring, the light, ivory-toned background of velvety texture and the interesting overprint of gold, create a wall hanging of universal appeal.

You will find your home very attractive with this lovely paper smiling at you from the walls; and with rug, draperies and lamp shades accenting this harmonious coloring, you are certain to have an interior of more than ordinary charm.

The band border adds to the effect.

Order No. 22—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

No home—no room can be more attractive than the paper on its walls—*Paneling adds interest.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(756 E.)

MORNING GLOW

ALL the lovely tints of sunrise are found in this sunny, cheerful paper, which can be used quite generally in the home.

The well-covered effect, with veil-like overprint, deep cream background and the pretty blend of coloring will be equally at home on the walls of Living and Dining Rooms, Front and Back Halls, and the modern Kitchen and Breakfast Nook.

This serviceable paper has an attractive border to match it.

Order No. 23—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(784 A.)

PASTEL CHINTZ

THIS is a decidedly new treatment of the ever-popular chintz. Quaint little nosegays with triangular forms, in softly-blended pastel colorings for background, all combine to make this lively Bed Room paper one of unusual appeal.

It is a very pleasing example of the new *art moderne,* seen in almost everything you now purchase for the adornment of the home. Style is no longer confined to hat and clothing; it is the chief consideration in the wall paper of today.

Here is a lovely array of color from which to select your draperies, rug, bedspread and pillows.

You will find this enchanting paper inexpensively priced, too.

Order No. 24—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

THE walls are the most conspicuous part of your house! If they are dingy and dull they detract from the good cheer of the home. Create a pleasant atmosphere for your family by repapering with fresh and pleasing effects. *Panels may be used to add special interest to the room.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(790 C.G.)

THE VIRGINIAN

THE "Virginian" makes an instant appeal as a very desirable paper for Living and Dining Rooms and Hall. The medium-toned background, the graceful design, so beautifully colored, gives the impression of a lovely linen fabric on the walls.

It has all the charm of an old-fashioned paper, and is well adapted to the noble proportions of the Living Room in the modern home. This is the type that one often seeks but seldom finds except in high-priced or imported wall papers.

The "Virginian" is of splendid quality—and will hang well. From this lovely coloring it will not be hard to select your scheme for rugs, draperies and lamp shades in softly glowing colors.

You will like the border, too.

Order No. 25—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(862 B.G.E.)

THE DENNY

MODERN in design and coloring, the "Denny" is one of our choicest papers for Living Room, Dining Room and Hall.

Well made and of good quality, the deep embossing brings out the unusual beauty of this distinctive pattern. Glint of gold overprint and the lovely subdued coloring make the "Denny" a wall hanging of much charm.

You will like it with either ivory or dark woodwork. The newest rug and drapery materials follow this blend of coloring closely.

You are offered an exceptional value at this moderate price.

The border designed and colored to match the "Denny" will more than please you.

Order No. 26—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(823 E.G.)

BETTY LOUISE

THE "Betty Louise" is one of the smart new wall papers that will make a decided appeal to those who are on the lookout for the beautiful and the "something different" for the home.

Used in Bed Room, the "Betty Louise," modern in design, will add charm and interest to room, while the fresh, lovely coloring offers alluring possibilities in selecting rug, drapery and other furnishings for room.

This paper will give a modern note to the furniture you now possess—or, if you contemplate purchasing new, you will find this vogue for modern design and glowing color expressed in everything shown you.

"Betty Louise" ranks high in quality—low in price.

The decorative band border adds additional charm to walls.

Order No. 27—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

THE walls are the most conspicuous part of your house! If they are dingy and dull they detract from the good cheer of the home. Create a pleasant atmosphere for your family by repapering with fresh and pleasing effects. *Panels may be used to add special interest to the room.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(880 B.)

MARBLE BLEND

"MARBLE BLEND" will impress you at first glance as a paper of delightful design and lovely coloring, suitable for the modern Kitchen, Bath Room and Lavatory in the finest home.

Printed on A1 stock, this pretty paper of engraved process will be most durable, as the smooth surface will not soil readily, and will clean exceedingly well.

A narrow band border has been designed and colored to match this attractive paper.

Order No. 28—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(860 B.G.E.)

DOUGLAS

FOLLOWING the modern trend in design and coloring, the "Douglas" ranks very high as a decorative wall hanging for Living and Dining Rooms, Library and Hall.

Of good quality, heavily embossed, this paper will hang and clean well, giving the satisfaction only to be found in paper of this character.

There is richness, dignity and an atmosphere of quiet comfort expressed in this downstairs paper, making it one that will radiate hospitality and cheer. Clever touches of gold add to the rich effect.

You will like the attractive band border for this sidewall.

Order No. 29—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(761 B.G.)

NASTURTIUM

WHAT bright, happy coloring we find in this lovely Bed Room paper. It is particularly suitable for a north exposure, with its warm ivory background, and sunny colors that are a welcome in themselves.

Can't you just see this paper on the walls of that room that has never seemed to get enough sunlight? Using for windows, crisp cream dimity curtains, with valance and tie-backs of yellow, plain yellow bedspread, and placing in your most comfortable chair a plump pillow of the lovely deep burnt-orange tone that appears in the paper.

Such a pleasing effect at small cost. The border designed and colored to match this sidewall, adds additional charm.

Order No. 30—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

THE walls are the most conspicuous part of your house! If they are dingy and dull they detract from the good cheer of the home. Create a pleasant atmosphere for your family by repapering with fresh and pleasing effects. *Panels may be used to add special interest to the room.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(797 A.G.E.)

VAN DYCK

QUALITY and distinction are outstanding in this most desirable wall hanging, suitable for Living and Dining Rooms, Library and Hall.

The design is well-balanced, interesting and free in movement, while the heavy embossing imparts richness to the texture of the paper and a velvety softness to the harmonious coloring. Clever touches of gold in outline effect further enhance the "Van Dyck."

You may be your own interior decorator, for with cream gauze glass curtains, mulberry silk over-draperies, old-blue and mulberry upholstery, and golden-hued lamp shades all bringing out the lovely coloring in the paper—what could be more effective?

There is a most satisfying border for this sidewall, too.

Order No. 31—Sidewall, Border and Ceiling to Match

Homes that express . . . Happiness

No home—no room can be more attractive than the paper on its walls—*Paneling adds interest.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(866 E. G. B.)

MAYTIME

ONE of our choicest floral papers, with its airy tendrils and beautifully drawn flowers in softest pastel tints, against a background of plain, clear ivory color. A *moderne* touch is shown in the lattice in the background.

This graceful spreading design has size and dignity suitable for the large room, yet the pastel tints make it ideal for the smaller room as well.

The embossed effect in background, the satiny texture, and clever touch of gold add beauty and effectiveness to this charming paper. Ivory net glass curtains, and soft rose silk hangings will emphasize the lovely coloring here shown.

An added charm is the attractive band border designed and colored for this paper.

Order No. 32—Sidewall, Border and Ceiling to Match

Make Your Family Happier!

THE walls are the most conspicuous part of your house! If they are dingy and dull they detract from the good cheer of the home. Create a pleasant atmosphere for your family by repapering with fresh and pleasing effects. *Panels may be used to add special interest to the room.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(884 A.E.)

STUCCOWALL

FOR your best rooms and nicest furniture, you will naturally choose a background of rich beauty and quiet dignity, and the "Stuccowall" meets all these requirements. You will be impressed by the deep embossing, and the splendid quality of this wall hanging of engraved process.

Ideal as a background for pictures and rich tapestries, the "Stuccowall" has all the artistry of hand-stuccoed walls and you will enjoy its beauty on Living and Dining Rooms, Hall and Sun Room.

The band border designed and colored to match this paper adds a delightful note of color to the sidewall.

Order No. 33—Sidewall, Border and Ceiling to Match

A Style That Will Delight You

ISN'T there some room in your home which always has been a problem when it came to decoration? Haven't you wished for some way of making that room more livable? *Panels will bring beauty and variety into the home, and dispel the dull monotony of unbroken walls.*

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(1036 C.T.)

MOSAIC

THE "Mosaic" is a most desirable ceiling paper, adaptable for any light-toned paper in this booklet.

Of good quality—well-covered design—its delicate tracery of lines and intermingled colors make a welcome change from the plainer white silvery ceilings.

You will enjoy the harmonious appearance of the "Mosaic" on your ceiling. This ceiling paper can also be furnished in the ivory, or light tan shade.

Order No. 34—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

(1006 C.T.)

FILIGREE

THE "Filigree" will be especially attractive with any of the dark or medium-toned sidewalls in the booklet. Of excellent quality—ceilings of this character please the most exacting, and are very durable indeed.

It will be found not only pretty and artistic, but easy to hang, and will clean well. You will enjoy this warm, ivory-toned ceiling on your nicest room.

Can also be furnished in tones of gray and white.

Order No. 35—Sidewall, Border and Ceiling to Match

YOU will find in this sample booklet, papers for every requirement, and at attractive prices. Consider the Quality.

Papers are put up in Double Rolls (16 yards) as the papers cut to better advantage. Order in multiples of two, like 10-12-14 Rolls.

NIAGARA BLUE RIBBON

Come In and See Us—We Are at Your Service—or a Card Will Reach Us. Ask to Be Shown the Border and Ceiling for this Paper.

TO DETERMINE the correct amount of paper needed for any room, take the maximum floor measurement of the room and locate the room size on the chart which corresponds the closest to your measurements. Then, from the number of rolls indicated, deduct two rolls for every four doors, windows or other openings. The result will be the number of rolls of sidewall required. The corresponding quantities of both border and ceiling will be found in the last two columns of the chart.

Be sure to order enough paper. It is always a good idea to have a little paper left over, because your walls may become soiled in some way, and it is very easy to patch with the spare paper you may have.

If your room is not exactly one of the sizes shown in chart, order according to the next larger size shown.

Whenever possible, have a good paperhanger do your work, as the most beautiful of decorations can be spoiled by improper hanging.

Use the best wall papers. The labor charge for applying durable, beautiful and artistic paper is little, if any, greater than the cost of papering with a cheap, flimsy and often inartistic paper, and the difference in the appearance of the room will more than repay you for the few dollars difference in cost.

You would not hang a picture without framing—do not hang wall papers without borders. They add a finishing touch, and interesting color.

Chart for Estimating Single Rolls Needed for Any Room

Deduct 2 Single Rolls of Sidewall for Every 4 Openings

Size of of Room	Single Rolls of Sidewall Necessary According to Height of Room						Yards of Border	Single Rolls of Ceiling
	7 Feet	8 Feet	9 Feet	10 Feet	11 Feet	12 Feet		
8x 8	8	8	10	10	12	12	12	3
8x10	8	10	10	12	12	14	13	4
8x12	8	10	12	12	14	14	14	4
8x14	10	12	12	14	14	16	15	4
9x10	8	10	10	12	12	13	13	4
9x12	10	10	12	12	14	16	15	4
9x14	10	12	12	14	16	16	16	4
9x16	10	12	14	16	16	18	17	6
10x10	8	10	12	12	14	14	14	4
10x12	10	12	12	14	14	16	15	4
10x14	10	12	14	14	16	18	17	6
10x16	12	12	14	16	18	18	18	6
12x12	10	12	14	14	16	18	17	6
12x14	12	12	14	16	18	18	18	6
12x16	12	14	16	16	18	20	20	6
12x18	12	14	16	18	20	20	21	6
13x13	12	12	14	16	18	18	18	6
13x14	12	14	14	16	18	20	19	6
13x15	12	14	16	16	18	20	20	8
13x16	12	14	16	18	18	20	20	8
13x18	14	16	16	18	20	20	21	8
14x14	12	14	16	16	18	20	20	8
14x15	12	14	16	18	18	20	20	8
14x16	12	14	16	18	20	20	21	8
14x18	14	14	16	18	20	22	22	8
15x15	12	14	16	18	20	20	21	8
15x16	14	16	16	18	20	20	21	8
15x18	14	16	18	20	22	22	23	10
15x20	14	16	18	20	22	24	24	10
16x16	14	14	16	18	20	22	22	8
16x18	14	16	18	20	22	24	23	10
16x20	16	18	20	22	24	26	25	10

Five-sixths of the interior of any room consists of walls and ceiling—its effect on you and your guests depends on the way in which you decorate.

If you would be sure of getting the most pleasing effect, select from a stock that is complete. This representative selection of the latest Niagara "Blue Ribbon" styles suggests the great variety of wonderful decorations we have to show you. They are reasonable in price, too.

Our aim is to give good SERVICE. We are after a permanent patronage, and we spare no effort to make every transaction mutually satisfactory.

NIAGARA

BLUE RIBBON

PRINTED IN U. S. A.

Boyles Book Store

TOWANDA, PA.

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BOOKLET PRICE LIST

	Side Wall per double roll	Border per yd.	Ceiling per double roll
1- Blossoms	.15	.03	
2- Araby	.18	.03	
3- The Ivy	.20	.03	
4- The Arden	.20	.03	
5- The Chintz Rose	.25	.04	
6- Tiles and Flowers	.25	.04	
7- Sylvan Glade	.28	.04	
8- Joan	.25	.04	
9- The Edgewood	.35	.04	
10- Romany Stencil	.20	.04	
11- Marjorie	.30	.04	
12- Priscilla	.25	.04	
13- Brocade Blend	.40	.04	
14- Mary Elizabeth	.35	.04	
15- The Carlyle	.30	.04	
16- Periwinkle	.30	.04	
17- Elsa	.60	.05	
18- Charmant	.35	.05	
19- Sara Lu	.30	.04	
20- The Florentine	.50	.05	
21- Clarissa	.50	.05	
22- The Meredith	.75	.05	
23- Morning Glow	.25	.04	
24- Pastel Chintz	.35	.04	
25- The Virginian	.50	.05	
26- The Denny	.75	.05	
27- Betty Louise	.50	.05	
28- Marble Blend	.40	.05	
29- Douglas	.70	.05	
30- Nasturtium	.35	.05	
31- Van Dyck	.75	.06	
32- Maytime	.70	.05	
33- Stuccowall	.75	.06	
34- Mosaic			.30
35- Filigree			.30

If you desire any more information about these papers, please feel free to call on us. Your order, large or small, will receive our most careful attention.